

**BỘ GIÁO DỤC VÀ ĐÀO TẠO
TRƯỜNG ĐẠI HỌC DÂN LẬP HẢI PHÒNG**



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**MINISTRY OF EDUCATION AND TRAINING
HAIPHONG PRIVATE UNIVERSITY**

**THE ROLES OF SOME HAND GESTURES AS
ASPECTS OF NON-VERBAL COMMUNICATION
USED IN BUSINESS SETTING**

GRADUATION PAPER

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HAIPHONG - 2018

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NHIỆM VỤ ĐỀ TÀI TỐT NGHIỆP

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Tên đề tài: The roles of some hand gestures as aspects of non-verbal communication used in business setting

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1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp (Về lý luận, thực tiễn, các số liệu cần tính toán và các bản vẽ).

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2. Các số liệu cần để thiết kế, tính toán.

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3. Địa điểm thực tập tốt nghiệp.

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Sinh viên

Đã giao nhiệm vụ ĐTTN

Người hướng dẫn

Hải Phòng, ngày tháng năm 2018

Hiệu Trưởng

GS.TS. NGUYỄN Trần Hữu Nghị

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1. **Tinh thần thái độ của sinh viên trong quá trình làm đề tài tốt nghiệp:**

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Cán bộ hướng dẫn

(Ký và ghi rõ họ tên)

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CỦA NGƯỜI CHĂM PHẢN BIỆN ĐỀ TÀI TỐT NGHIỆP

- 1. Đánh giá chất lượng đề tài tốt nghiệp về các mặt thu thập và phân tích tài liệu, số liệu ban đầu, giá trị lý luận và thực tiễn của đề tài:**

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- 2. Cho điểm của người chấm phản biện:**

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(Điểm ghi bằng số và chữ)

Ngày tháng năm 2018

Người chấm phản biện

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Part I: INTRODUCTION

1. Rationale

In business settings, communication is an essential part for work; it helps working process run smoothly without misunderstanding. Usually, besides verbal communication which is used frequently, non-verbal communication also plays an important role in daily interaction in business context. Especially, hand gestures are considered as the most effective way to communicate because of their significant conveying messages.

Hand gestures are means to assist people not only to communicate successfully with each other but also to express our feelings. It can be said that these hand gestures are highly important in person-to-person communications without language in common. The meanings of hand gestures may be understood in various ways in different cultures.

It is undeniable that newly graduates will definitely need to be prepared for business communication skills; thus, in this graduation paper, the use of hand gestures – an important part of non-verbal communication – will be concentrated and analyzed, so that they could help readers understand and improve their ability of speaking without words.

Based on the importance and requirement of non-verbal language, especially hand gestures, some useful hand gestures in business setting will be listed and emphasized in this graduation paper. They are able to help young students understand and practice in future business environment.

2. Aims of the study

The study is conducted to:

- Point out the similarities and the differences in using hand gestures between two main objects: Vietnamese and American in daily work environment and in meeting rooms.
- Suggest some hand gestures which Vietnamese can practice effectively in business settings.

3. Research questions

The study is conducted to answer the following questions:

- What are the roles of some hand gestures as aspects of non-verbal communication used in business setting?
- How different are some hand gestures used by Vietnamese and American in business settings?

4. Scope of the study

Hand gestures in business setting are a broad theme so the researcher does not aim to cover all aspects of this non-verbal communication issue. Therefore, in this paper, several common types of hand gestures (Palms together, Finger counting, Steepling, Open Arms – Palms Up, Finger and thumb Squeeze, Hand on Heart, and “One more thing”) are focused. Benefits of using hand gestures will also be listed that can help readers understand and apply to communicate with one another or in groups. Furthermore, actual data from a survey will be given out to make readers clearer about using hand gestures in a specific company and the differences in the ways people use them.

5. Methods of the study

To researcher of this study focuses on using qualitative and quantitative methods with regarding to the qualitative method, observation was carried out. The conversations between Production Manager and staffs in daily work environment and in meeting room of Production Department were observed carefully to find out the differences of their way of using hand gestures. Also, quantitative method is used in the form of a thorough data analysis. This is conducted to have an insight of the collected data.

6. Design of the study

The study is divided into three main parts:

The first part is the introduction which combines the reasons for choosing the topic, the aims of the study, research questions, the scope of the study as well as the methods applied.

The second part is the development which includes three chapters:

- The first chapter deals with the theoretical background to provide readers with the knowledge of general non-verbal communication, especially hand gestures used in business setting.
- The next chapter focuses on how non-verbal communication happens and some useful hand gestures suggested to practice in the contexts of business.
- The third part provides readers data from a survey which was conducted to answer the research questions.

The last part is the conclusion of the study. All the information from the previous parts of the study is summarized in this part.

Part II: DEVELOPMENT

Chapter I: Literature review

1. Non-verbal communication

It can be said that non-verbal communication is an outstanding aspect of communication in daily life of human and plays a vital role in person-to-person situations.

1.1. What is non-verbal communication?

According to Knapp (1972), non-verbal communication just demonstrates actions and expressions without using words, these meaningful things are shown. Therefore, non-verbal communication describes “all communication events which transcend spoken or written words”. It cannot be confirmed as a full definition of non-verbal communication. Thus, there are many authors who have different opinions about this type of communication.

According to Levine and Adelman (1993): “Non-verbal communication is the “silent” language, including the use of gestures, facial expressions, eye contact, and conversational distance”. Body language and a minor part of environment language are emphasized but it is still not enough to show us a clear view about non-verbal communication.

One more general view by Dwyer (2000), non-verbal communication covers all parts of a message that are not encoded by words; for example: voice, presence or gesture and motion.

In summary, behavior and elements of speech aside from the words themselves that transmit meaning. Non-verbal communication includes pitch, speed, tone and volume of voice, gestures and facial expressions, body posture, stance, and proximity to the listener, eye movements and contact, and dress and appearance.

1.2. Types of non-verbal communication

There are many classifications of non-verbal communication. Dwyer presents classification by area: body movement (kinesic behavior), physical characteristics, touching behavior, vocal qualities (paralanguage), space (proximity), artefacts, and environment.

1.2.1. Body movement (kinesic behavior)

Description: Body posture (the way a person stands, leans forward or back and moves the head), body movements (eye, head, hand, feet and leg movements) and facial expressions all affect the message.

Example: A person leaning forward, pointing and shaking a finger at someone is seen as trying to dominate the other person. Fiddling with jewelry or pens may convey nervousness and insecurity.

1.2.1.1. What are hand gestures?

Gestures are a form of non-verbal communication in which visible bodily actions are used to communicate important messages, either in place of speech or together and in parallel with spoken words. Gestures include movement of the hands, face, or other parts of the body. Physical non-verbal communication such as purely expressive displays, polemics or displays of attention differ from gestures, which communicate specific messages. Gestures are culture-specific and can convey very different meanings in different social or cultural settings.

Gesture is distinct from sign language. Although some gestures, such as the ubiquitous act of pointing, differ little from one place to another, most gestures do not have invariable or universal meanings but connote specific meanings in particular cultures. A single emblematic gesture can have very different significance in different cultural contexts, ranging from complimentary to highly offensive.

1.2.1.2. How to use hand gestures effectively?

Whether we realize it or not, hand gestures are a constant part of our communication. Hand gestures can act as a second language of sorts; make people listen to you more intently, feel more comfortable around you, or even add an air of authority to your words. Since it's such a common mode of communication, using hand gestures effectively is important. Whether it's helping more clearly convey a point, creating a more comforting persona to those around you, or simply looking more confident, knowing how to use hand gestures effectively can go a long way to making you a better communicator.

❖ Mastering effective hand gestures

- *Use hand gestures to add emphasis to speech.* Hand gestures can be a way to add more force to what you're saying. These are often known as "illustrative gestures".
- *Use open hands and palms up for a positive effect.* Whether you're speaking in front of a large group of people or one individual, hands facing up usually invite positive responses from people.
- *Keep hands behind your back to show confidence.* Much like hands up front can show defensiveness, hands behind the back with an exposed torso shows confidence.

❖ Finding uses for hand gestures

- *Use persuasive hand gestures.* You can give off an air of authority and be more convincing by using hand gestures to seem persuasive.
- *Use hand gestures to aid in memorization.* Just as talking about what you learn helps encode memories more effectively, hand gestures have a similar affect.
- *Use hand gestures to recall information.* When you are having trouble remembering information, gesturing with your hands can help you bring the words to mind.

❖ Avoiding ineffective hand gestures

- *Avoid using hand gestures that convey nervousness or diffidence.* Even if you think you are comfortable talking to someone, a number of ways you move your body can betray this.
- *Do not cause a distraction with your hands.* While hands can certainly make you a more effective communicator, and even cause people to be more comfortable around, they can also detract from your ability to communicate effectively.
- *Do not use hand gestures to compensate for verbal sputtering.* Sometimes people who have trouble finding words use hand gestures as a sign of nervousness or distraction.

1.2.1.3. Benefits of using hand gestures

Hand gestures often help emphasize certain points of speeches and strengthen the speaker's message. Research shows that stronger speakers use hand gestures, and here are some common motions people use while speaking. People pay attention to the motions being taken during speeches. If you purposely use your body to stress a certain idea, the audience is much more likely to remember what you said. The movement draws attention to what you are saying at that moment and draws attention to the important parts of the speech. A lively speaker leaves a larger impression on listeners than an immobile individual.

When you are sitting listening to a lecture, it can get really tempting to just close your eyes and drift off, especially if the person giving the speech is not doing a great job in trying to engage the audience. No one likes to sit through hours and hours of a flavorless lecture, no matter how interesting the topic may be. *Using hand gestures can make the speaker more animated*, and it is much more pleasing to the eye to have a moving lecturer as opposed to a stationary speaker the entire time. It is not that the lecturer is boring per se, but more that using motions would prompt more

people to stay alert during the presentation. However, hand gestures may not be the way to go for everyone. Do not randomly insert them into speeches if you do not feel comfortable doing so because it will only come off as unnatural and awkwardly placed.

Not only does being a strong speaker help you in school/work but can come in use during daily conversations. You practice how you play - these habits carry over into our daily lives, and we find ourselves gesticulating wildly in the middle of a conversation with a friend. Doing so is not wrong, but excessive hand motions can seem awkward in a normal conversation (especially if you knock something over).

1.2.2. Physical characteristics

Description: Physical characteristics, first impressions and images of others can be associated unconsciously with past experiences of people with similar characteristics. They are important parts of non-verbal communication.

Example: people react to factors such as body shape, general attractiveness, body and breath odors, weight, hair and skin color. These factors often determine our responses in interpersonal encounters.

1.2.3. Touching behavior

Description: Touching can console or support the other person and show feelings such as affection, sexual interest or dominance. Hand gestures demonstrate feelings and convey thoughts and words through movement. A handshake, for example, can express either dominance or equality.

Example: Stroking, hitting, holding or guiding the movements and another person are touching behaviors that communicate non-verbally. Each adds a different meaning to a message – a part on the arm can convey intimacy or control. Some touching is ritualistic, such as a handshake as a greeting.

1.2.4. Vocal qualities (paralanguage)

Description: Paralanguage is that part of language associated with, but not involving, the word system. It consists of the voice qualities and vocalizations that affect *how* something is said rather than *what* is said. Vocalizations, the tone of voice, rate of speaking and voice inflection are an important part of the total message.

Example: Voice qualities include pitch range, pitch control, rhythm control, tempo, articulation control and resonance. Vocalizations (such as signing, groaning, volume, “um” and “ah”) also give clues to the total message. A tired person will speak more slowly than usual; a disappointed person may speak with a flat tone.

1.2.5. Space (proximity)

Description: Proximity means nearness, in term of physical space. Hall (1969) identified four distances that people maintain between themselves and others:

1. Intimate space is 0 – 45 cm.
2. Personal distance is 45 – 120 cm.
3. Social distance is 1.2 - 3.6 m.
4. Public distance is 3.6 m to out of sight.

Example: Personal space varies according to gender, status, roles and culture. People can use their height and weight to convey a message; for example, towering over another in their personal space may cause discomfort and withdrawal. When speaking to acquaintances or work colleagues about an arm’s length of space is usual, to friend and family about half an arm’s length is fine, and intimate relationships contact is direct and close.

1.2.6. Artefacts

Description: Artefacts are objects used to convey non-verbal messages about self-concept, image, mood, feelings or style. Many artefacts are common to the group. Others (particularly clothing) are an individual, highly visible part can create a positive or negative first impression.

Example: Perfume, clothes, glasses and hairpieces project the style of mood of the wearer. A police badge, a nurse's uniform and an Italian suit can signal power or lack of power in a situation. If a plain-clothes police officer shows the police badge at an accident, others immediately perceive the person's authority.

1.2.7. Environment

Description: Office space, factory layout, the sales area and conference venues have an impact on perceptions, morale and productivity. The environment should match expectation: an unsuitable environment can produce "noise" that causes communication barriers.

Example: Natural and artificial light, color, temperature, tables, chairs, desks, lounges, plants, sound, artwork, magazines, and floor and wall coverings all have an impact. The environment should satisfy instincts, such as the need for privacy, familiarity and security.

1.3. The functions of non-verbal communication

Usually verbal and non-verbal communication operate together, however the meaning of the spoken word may differ from the message transported by body language. According to Wertheim, non-verbal cues can play the following roles in combination with speech:

- Repetition: Pointing the way to somebody who has asked for the direction to the next grocery store is repeating a verbal message by sign; also: e.g. putting the hand to the ear when saying "I can't hear you".

- **Contradiction:** Non-verbal cues can even be the opposite of what somebody is saying. If someone with a red face and bulging veins cries: “Angry? I’m not angry!” This behavior is also shown when somebody wants to be ironical or cynical.
- **Substitution:** A non-verbal cue can replace spoken words. A common example is shrugging the shoulders instead of giving a verbal answer.
- **Complementing:** Complementing behavior supports the spoken word. If a boss pats a person on the back while giving praise, this increases the impact of the message.
- **Accenting:** Gestures may emphasize a verbal message, for instance stressing the statement: “It was your idea!” with pointing an accusing finger.

Adler and Rodman add a sixth function of non-verbal communication to the Wertheim list:

- **Regulating:** If a speaker comes to the end of his oration, the unstated rule is: Create a rising vocal intonation pattern, then use falling intonation, or draw out the final syllable of the clause. If the speaker wants to continue when another speaker seems to be ready to cut off, he can suppress the attempt by taking an audible breath, using a sustained intonation pattern and avoiding any pauses.

Functions of non-verbal communication are universal, no matter which country or context.

1.4. The importance of non-verbal communication

The importance of non-verbal communication cannot be overlooked. In fact, people just begin to pay attention to it since publication of Julius Fast’s book telling about body language in 1970s. Up to now, there are

many research works which are implemented in order to make statements about the importance and independence of this type of communication.

According to Pease (1984): “The fascinating thing is that the human animal is rarely aware of his postures, movements and gestures that can tell one story while his voice may be telling another”.

Mehrabian (1972) also gave specific numbers: in the overall effect of a message, the verbal elements (words) make up 7% only; meanwhile, vocal factors (including voice, fluctuations and other sounds) account for 38% and non-verbal factors account for 55%.

In casual communication, according to Levine and Adelman, 93% of the message is conveyed by tone and facial expression; only 7% of the message is transmitted in words.

Some authors point out three reasons for the importance of nonverbal communication:

- Firstly, it is easier to remember what people see than what they hear.
- Secondly, non-verbal communication occurs more than verbal communication.
- Thirdly, people can easily be deceived by verbal communication, but it is much more difficult with non-verbal communication.

In conclusion, communication is an important aspect in human life. It is the way one expresses ones knowledge, emotions and skills. Non-verbal communication plays an important role in the communication process; it determines how one interprets the information and actions of others. Non-verbal messages can be conveyed through eye contact, gestures, body language, touch and facial expressions. One needs to be skilled in non-verbal communication and he should also be able to interpret it for smooth flow of communication in any relationship. When the non-verbal signals do not match the words or action of the

speaker, it leads to misunderstanding, confusion and mistrust among the audience.

Non-verbal communication plays a vital role in the work place, as co-workers interact in different ways, while working in a team, meetings, subordinate and high authority communication and so on. Therefore, the way in which things are expressed and conveyed is very important for the management and overall progress of the organization. Thus, one constantly needs to develop and improve one's non-verbal communication. One should be able to understand the nonverbal communication of the co-workers; When making non-verbal signal one should make sure that they are not confusing, and the audience is able to understand what he is trying to say; ones non-verbal signals should be in line with the situation and context; The tone should match the words; one should speak with appropriate eye contact and so on.

One needs to be careful while using non-verbal communication, as different communities and cultures interpret these non-verbal signals in different ways; therefore, one should use them with caution and with the full knowledge about them, they should ensure that by doing so they are not hurting the sentiments of a community or a person. The understanding of non-verbal communication signals comes from constant observation, analysis, experience and regular practice over time.

2. Business setting

2.1. What is business setting?

Business setting, in other words, can be called business environment. The combination of internal and external factors that influence a company's operating situation. The business environment can include factors such as: clients and suppliers; its competition and owners; improvements in

technology; laws and government activities; and market, social and economic trends.

2.2. Business communication

2.2.1. Definition

The sharing of information between people within an enterprise that is performed for the commercial benefit of the organization. In addition, business communication can also refer to how a company shares information to promote its product or services to potential consumers.

Business is conducted through various channels of communication, including the Internet, Print (Publications), Radio, Television, Ambient media, Outdoor, and Word of mouth.

2.2.2. Types of business communication

There are two types of business communication in an organization:

- Internal Communication
- External Communication

2.2.2.1. Internal communication

Internal communication is the transmission of information between organizational members or parts of the organization. It takes place across all levels and organizational units of an organization.

Internal communication within a company can take place via speech, telephone, radio, mail, paging, fax, closed circuit television, electronic mail, Internet connections and computer networks.

Businesses use internal communication to set up strategies, meetings, handle corporate affairs, and handle all other behind the scenes issues.

2.2.2.2. External communication

External communication is the transmission of information between a business and another person or entity in the company's external environment.

External communication includes face-to-face communication, print media, such as newspapers, magazines, fliers, and newsletters, broadcast media, such as radio and television, and electronic communication, such as websites, social media, such as Facebook and Twitter, and email.

It leads to better Sale volume, Public credibility, Operational efficiency, and Company profits. Overall performance, Public goodwill, and Corporative image should be improved. Ultimately, it helps to achieve Organizational goals and Customer satisfaction.

Chapter II: Some hand gestures in business setting as aspects of non-verbal communication used in business settings

1. Roles of non-verbal communication in business setting

1.1. How do people communicate non-verbally?

The sender conveys nonverbal information to a receiver by means of the following method.

Body language: The way a person sits; stands; moves arms, hands, and feet; other subtle movements.

Facial expression: Human faces are incredibly expressive including the eyes, eyebrows, mouth, and any other movement.

Emotions such as anger, happiness, hurt, disgust, confusion, and boredom are all easily expressed with facial movements.

Posture: How you carry yourself including bearing, stance, rigidity, uprightness. Whether you are leaning back comfortably, sitting rigidly on the edge of your seat, or leaning back with your eyes closed, you convey a message via your posture and positioning.

Eye contact: People often attribute trustworthiness to people who speak while maintaining good eye contact and vice versa. Eye contact is also used to convey interest and emotions, and to promote rapport with the receiver of the message. It is also used to feign interest, mislead, and fake interest.

Gestures: Especially hand gestures are rich conveyors of communication. They punctuate the spoken word and add meaning. Less conscious gestures such as scratching your nose, stroking your hair, tugging on your clothes, placing your hands on your hips, and waving communicate messages advertently or inadvertently.

Signs: Signs and other articles with words, pictures or symbols are considered a form of nonverbal communication.

Clothing and other appurtenances such as briefcases, safety glasses, and so forth: Types of clothing and your appearance send powerful nonverbal messages. Some of the messages are intentional as when the employee wears a shirt with her favorite athletic team emblazoned on the back or the employee who wears a conservative, business-like suit every day.

But, people may send other messages unintentionally without realizing the impact of their message on the receiver. The wearer of the conservative suits may appear unapproachable when that was not his intention. He just wanted to appear ready for business, trustworthy, and dependable. The wearer of a low-cut blouse may or may not want her coworkers to find her sexy. At best, however, she sends a mixed message.

Office décor: At work, how you decorate your office also sends messages to employees who enter. Where you place your desk, the distance between your seat and those of visitors, whether furniture separates you from coworkers all speak powerfully and nonverbally.

Your tone of voice and other aspects of paralinguistics: Paralinguistics is vocal communication separate from the actual words used and includes such factors as inflection, pitch, pacing, pauses, and loudness. It is a form of non-verbal communication which may be useful for telephone and in-person interaction.

Touch: Touch is a powerful method of nonverbal communication. A pat on the back, a hug, a person reaching out to touch your hand in sympathy communicate with or without any accompanying words.

Physical space: Just as your use of physical space in your office telegraphs a message to the receiver, so does the space that you surround yourself with when working or communicating.

Most North Americans prefer about 18 inches of space around their physical person when communicating with others. Anything closer is viewed as too close and, especially in a work setting, too intimate.

In one of the funniest failed communication efforts ever viewed, a student from another country was trying to explain something to the US university's registrar. He wanted to get closer to her so that he could help her understand why he was right, a practice that worked well in his country of origin.

She wanted her 18 inches of space and was determined to maintain it. So they were literally chasing each other across the office. Every time he moved closer, she moved away. Not every occurrence speaks this loudly, but a person's protection of that private space is swift.

1.2. How much of communication is really non-verbal?

One of the most frequently quoted statistics on non-verbal communication is that 93% of all daily communication is non-verbal. Popular science magazines, students and media outlets frequently quote this specific number.

Dr. Albert Mehrabian, author of *Silent Messages*, conducted several studies on non-verbal communication. He found that 7% of any message is conveyed through words, 38% through certain vocal elements, and 55% through non-verbal elements (facial expressions, gestures, posture, etc.). Subtracting the 7% for actual vocal content leaves one with the 93% statistics.

However, studying human behavior is a challenging task. The inherent flaws of social scientific research methodology combined with the incredible dynamic nature of human behavior make this specific quantification close to impossible.

The fact of the matter is that the exact number is irrelevant, Knowing that communication is specifically 75% non-verbal or 90% non-verbal holds no practical applications. The important part is that most communication is non-verbal. In fact, non-verbal behavior is the most crucial aspect of communication.

1.3. The impacts of non-verbal communication

For good or ill, nonverbal communication can help you or haunt you. Most significantly, recognize the power it has to affect the outcomes of your communication. Whether you are speaking to the whole company at a company meeting, chatting with a coworker on the phone, or talking to your boss in her office, nonverbal communication affects the interaction.

Nonverbal communication is also powerful in your day-to-day meetings with coworkers and your passing interactions in the halls of your workplace.

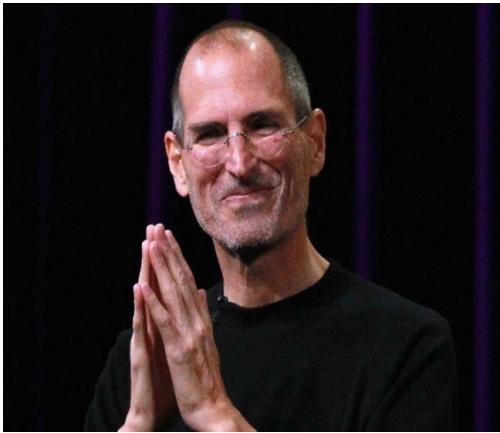
It is significant at your lunches either in or outside of your organization.

Finally, recognize the power of your nonverbal communication with your company stakeholders, your clients or customers, your vendors, and your professional associates. Matching your nonverbal communication to your spoken words will make them trust you.

2. Some common hand gestures used in business settings

Our hands, those wonder creations at the ends of our arms. Like a lot of our body parts they are often taken for granted as we go about our business. James Ski suggests seven hand gestures we can make to be a more confident leader and speaker in business settings.

2.1. Palms together



This is probably one of the most recognizing hand symbols around the world. As a symbol of worship it triggers positive respect, tranquility and peacefulness. When the speaker pauses leaving the audience to really contemplate and consider the importance of a point just made. It seems to work best with your eyes open, palms together and the tips of your fingers touching your chin.

2.2. Finger counting



A key part of a successful presentation is that people remember what you say. You want those next few thoughts after you have left the room to be about the information you covered. A 3 finger or 5 finger count within the presentation and at the end to summarize your key points is a perfect way for people to remember what has been covered.

2.3. Steepling



The steeple hands gesture where the hands form an upward-pointing V conveys a confident and self-assured attitude. Although it is often used by superiors, the person using it is not necessarily trying to dominate you. They are just feeling smart, confident and like they know what they are doing.

2.4. Open Arms – Palms Up



Having your arms wide, high with palms facing up is the ideal gesture for putting across a message that you are in this together. The way you use your palms while talking to others might significantly alter other people's perception of you. Make a simple request with your palms facing up, and people will feel you are asking for a favor. They will not feel bothered by your request, nor will they feel threatened or pressured.

2.5. Finger and thumb Squeeze



It is used to help reduce anxiety in the lead up to or during a presentation. It simply requires you to press the nail of your thumb into your finger with enough pressure to feel a sting. By focusing on the pain in your finger it will help distract you from the anxiety building up before you reach the stage.

2.6. Hand on Heart



Placing your hand over your heart promotes honesty. When looking to the audience to trust and believe in what you are saying this is a powerful gesture. It is probably over used by politicians but if you are being genuine in the words of your presentation this is an important gesture to use.

2.7. “One more thing”



Timing is key in its delivery. Its best use is just after an applause during a large presentation. Just as you are turning to leave the stage. Raise your hands up to the sky, palms facing down and bellow. “Wait I have just, one more thing.” Why the audience are totally captured deliver

final thought, message or take away. This is the perfect time to announce a winner of a prize that people will not expect.

Chapter III: Data Analysis and Comparison

1. Aims of the survey

As mentioned in the method of the study, a survey was conducted to collect data for the study. The survey provides objective information by observing hand gestures used in specific business contexts. From that, a comparison on the differences of using hand gestures between Vietnamese and American will be drawn.

2. Objectives of the survey

The objectives of the survey are Vietnamese and American in Production Department of Limited Liability Dong-A Hwasung Vina Company. They are all staffs who have high responsibility for production process in the factory office unit. There are two American and ten Vietnamese staffs working together. The range of their age is from 24 to 40 years old.

3. Data analysis and comparison

3.1. Data collection

Repetitive habit of using hand gestures by staffs in daily work environment was carefully watched and noted. Moreover, what they did with their hands during meetings was also observed particularly. Information provided from these two different situations was collected for analyzing. Hand gestures

which do not belong to any types mentioned above will not be listed for analyzing.

3.2. Analysis

The following charts demonstrate the differences of using hand gestures of Vietnamese and American in different meeting types. Collected data are based on factual figures. Besides the similarities, these information will guide readers to find out the differences of hand gestures used in business setting.

3.2.1. Working environment

The working environment is the location where a task is completed. When pertaining to a place of employment, the working environment involves the physical geographical location as well as the immediate surroundings of the workplace, such as a construction site or office building.

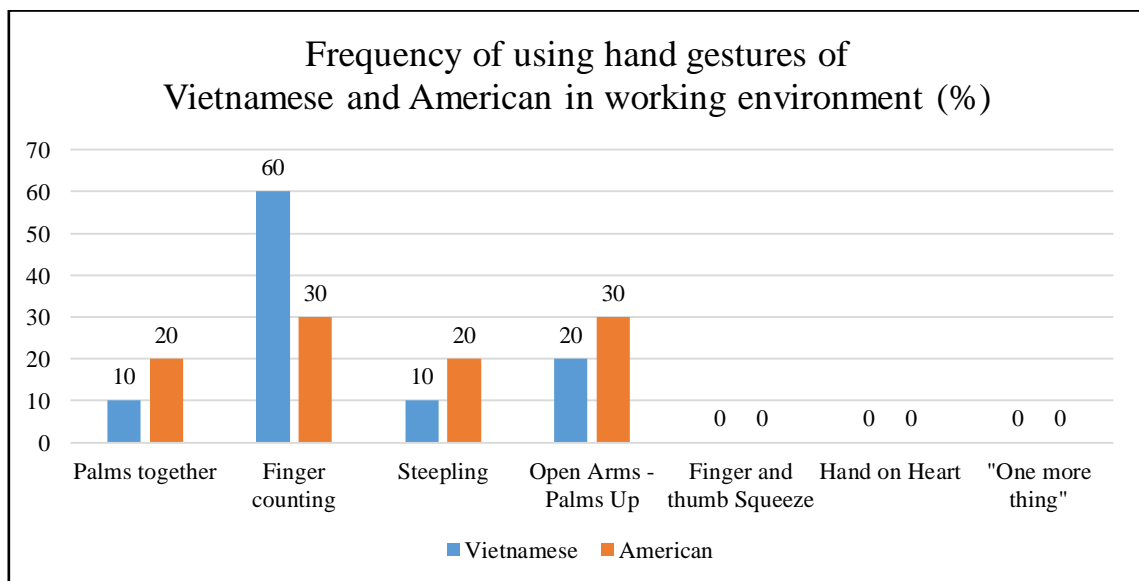


Chart 1: Frequency of using hand gestures of Vietnamese and American in working environment.

This chart shows the differences of frequency of using hand gestures between two types of staffs. It can be clearly seen that Palms together, Finger counting, Steepling, and Open Arms - Palms Up are four hand gestures used frequently in this situation. Finger counting, this type is used

the most by Vietnamese with 60%; meanwhile, American owns only 30%. Open Arms – Palms Up takes the second place with 20% by Vietnamese; however, besides Finger counting, 30% - the highest percentage - is figures of this type by American. Palms together and Steepling are used only 10% and 20% by Vietnamese and American successively. On the other hand, the three others (Finger and thumb Squeeze, Hand on Heart, and “One more thing”) are not used at all. It is likely that both Vietnamese and American are not fond of using these hand gestures in daily working environment. In summary, apart from a little difference of frequency of using hand gestures, both of them prefer to use the first four hand gestures rather than the others. As can be seen that Vietnamese and American staffs both love to practice popular hand gestures in business setting. Their aim is to help audiences recognize and understand what they want to express in face-to-face communication. They avoid using abstract hand gestures to ensure accuracy of information which is conveyed.

3.2.2. Meeting room

There are various activities in a meeting of Production Department such as making reports, discussions, presentations. Therefore, situational hand gestures are also applied in different ways accordingly.

3.2.2.1. Activity report

Activity reports are summaries submitted by each salesperson to provide certain details to the management about his or her activities and performance over a given period. It includes information such as number of customer visits, demonstrations performed, and new accounts opened.

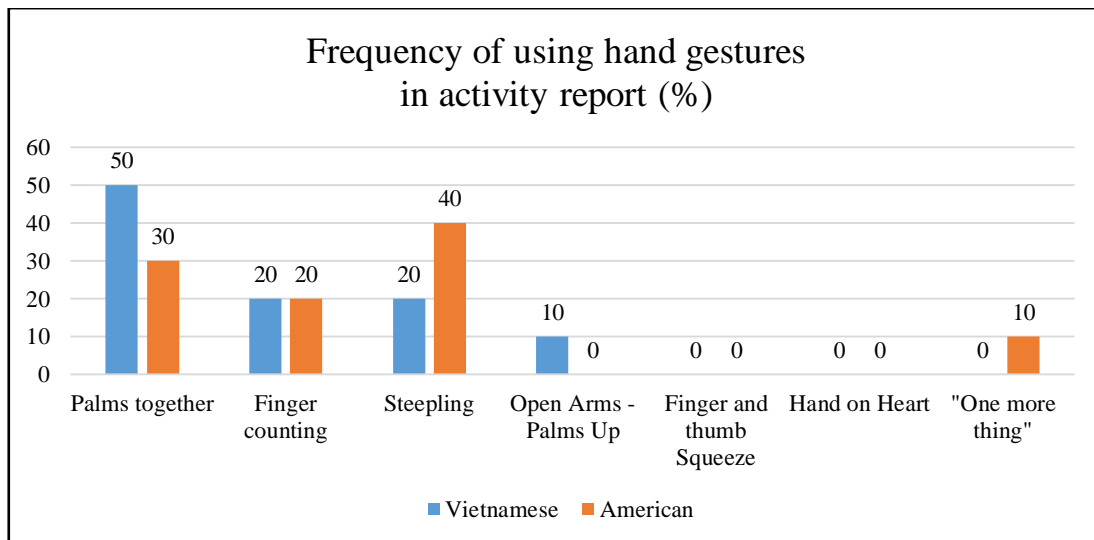


Chart 2: Frequency of using hand gestures in report activity.

The chart presents percentage of using hand gestures by staffs when they participate in activity report part in the meeting. Generally, Palms together is the type that is used the most by Vietnamese and American with 50% and 30% in turn. The reason is the function of Palms together; it not only expresses the positive respect to others but also helps emphasize contents of report. 20% is the figures of Finger counting by both of them; it demonstrates the balance in the use of this hand gesture. Moreover, American staffs like to use 4 out of 10 hand gestures with Steepling; meanwhile, Vietnamese use 20% only during the report. Speeches with Steepling in right moments actually help power up the reliability and accuracy of information toward to listeners. Vietnamese staffs spend the remaining 10% for Open Arms – Palms Up; in contrast, “One more thing” with 10% is the hand gesture that helps American finish the report perfectly. However, two other hand gestures are not used in this situation. To sum up, two types of staff know how to improve their reports by using meaningful and useful hand gestures but it is probably that American people know the way to end the report better.

3.2.2.2. Planning

A basic management function involving formulation of one or more detailed plans to achieve optimum balance of needs or demands with the available resources. The planning process identifies the goals or objectives to be achieved, formulates strategies to achieve them, arranges or creates the means required, and implements, directs, and monitors all steps in their proper sequence. In this part, some staffs will begin and analyze their presentations.

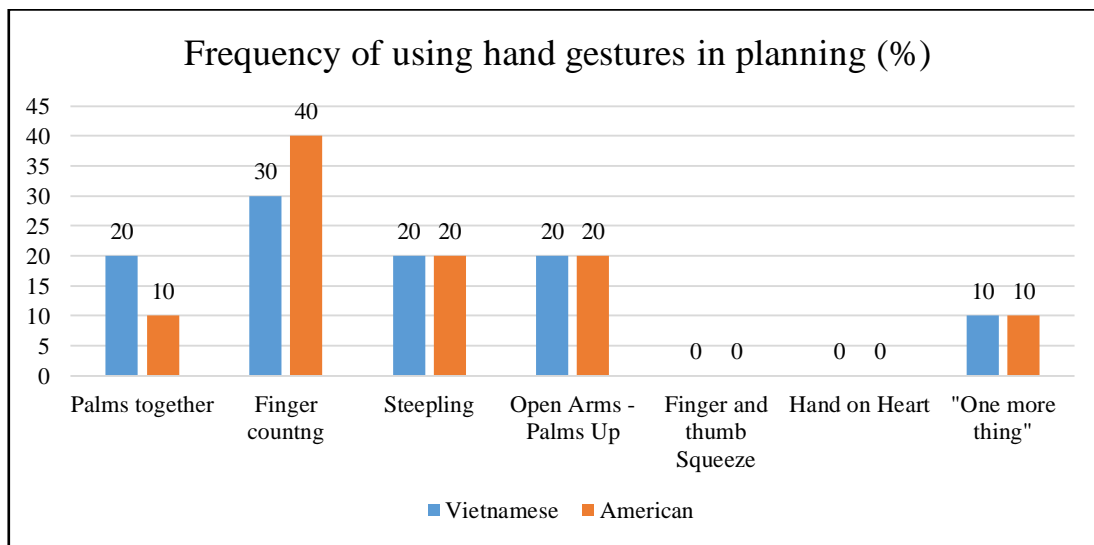


Chart 3: Frequency of using hand gestures in planning.

It can be seen that the amount of hand gestures used in planning part is shown in this column chart by percentage. It is approximately equal to the data of working environment, Finger counting also takes the first place with 30% by Vietnamese and 40% by American. They like to use this hand gesture because it helps point out and list number of contents in their presentations. Listeners can also take advantage of Finger counting in order to follow and memorize presenter's opinions. Each two out of ten hand gestures is Steepling or Open Arms – Palms Up by both Vietnamese and American. They have a similar figures in using these two hand gestures with 20% of each type; it shows a moderate importance in this person-to-person situation. The presence of Palms together is much lesser than

activity report part, just 20% and 10% successively. Furthermore, both types of staff use “One more thing” one time only to emphasize main things and finish their presentations. Still, Finger and thumb Squeeze with Hand on Heart are two types which cannot grab attention from users. In general, Vietnamese and American presenters exactly like to share their viewpoints in detail and want to listeners follow and summarize their presentations through Finger counting; the others are used in medium frequency apart from the fifth and the sixth hand gestures.

3.2.2.3. Discussion

This is the part which is used to summarize contents from presentations and exchange ideas, information, and suggestions on needs, problems, subjects. Any staff has right to come up with his/her ideas. From that, Production Manager has responsibility for division of work.

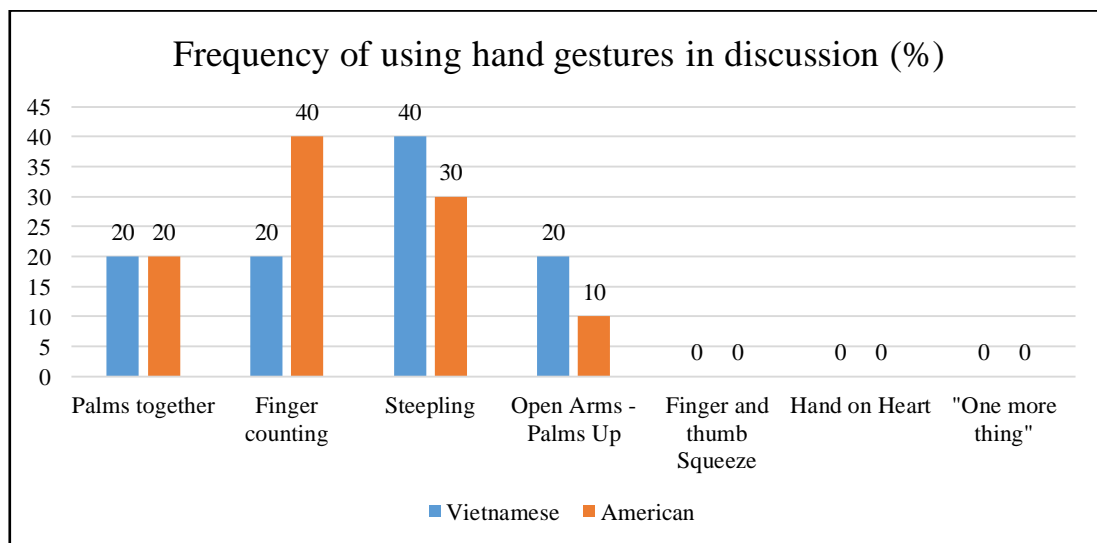


Chart 4: Frequency of using hand gestures in discussion.

This column chart shows frequency of hand gestures used in discussion part in the meeting. It is clear that both Vietnamese and American staffs spend the most percentage for two different hand gestures to express their viewpoints. 40% is spent for Finger counting by Vietnamese; on the other hand, American people choose Steepling with the same percentage. 3 out of 10 hand gestures of Vietnamese is Steepling and 20% is the figures of

Finger counting by American. Both of them spend 20% for Palms together; it is enough to emphasize something important in discussion part. They just use Open Arms – Palms Up to explain complicated points in detail so there are 20% by Vietnamese and 10% only by American. And the last three hand gestures are not chosen any time in this context. In summary, they have individual ways to give out and explain their opinions by using alternative hand gestures and avoiding abstract actions by hands.

3.3. The roles of some hand gestures as aspects of non-verbal communication used in business setting

From above analysis, the roles of hand gestures which are mentioned is going to be listed. As James Ski suggested, these hand gestures help users have much more confidence. From an individual view, they have following roles:

- ✓ They help users find and hold their confidence during communication.
- ✓ Users can express thoughts and feelings through these hand gestures.
- ✓ Information is exactly conveyed to others by using them.
- ✓ Their positive impacts on listeners make communications and presentations become easier to be understood.
- ✓ The reliability and persuasiveness will be strengthened if these hand gestures are used at right moments.

3.4. The similarities and the differences between Vietnamese and American in using these hand gestures in business settings

3.4.1. The similarities

The similarities can be realized from the data analysis. Palms together, Finger counting, Steepling, and Open Arms - Palms Up are used frequently by both Vietnamese and American. On the other hand, Finger and thumb Squeeze, Hand on Heart, and “One more thing” are either used with low

frequency or not used any time. There is no external elements affecting users in both working environment and meeting room.

3.4.2. The differences

From the survey, finding out the differences between two target groups becomes easier and simpler. These are the differences:

In working environment, Vietnamese people are interested in listing and repeating many things by using Finger counting such as work steps, content of issues, targets of the day. Other hand gestures are either used with low frequency or not used at all. On contrary, American people use first four hand gestures with almost equivalent frequency to express what they want to inform. The last three hand gestures are not chosen any time in this situation.

In meeting room, there are some little differences in using hand gestures between two groups. The first, Vietnamese people show respect to others and they are willing to emphasize complex contents to others when reporting results achieved during work process with Palms together hand gesture. Meanwhile, American people focus on main points and strongly show confidence by using Steepling more than other hand gestures. The second, Vietnamese do not like giving out list of contents or ideas but they know clearly what is targeted with Steepling. Unlikely, American are interested in something in order by practicing Finger counting with high frequency.

Part III: CONCLUSION

1. Summary

To sum up, hand gestures play an important role in daily communication, especially in business setting. When being a part of a team or a group, one should know how to communicate to others most effectively and exactly. Hand gestures are an ideal suggestion for anyone who needs to create helpful communication without language. This graduation paper provides readers with useful information and figures to help them understand and practice positive things in near future work environment.

The graduation paper includes three major parts. Part I is the introduction of the research. It consists of rationale, the aims, research questions, scope, the method and the design of the study. Part II is the development combining three chapters. The first chapter deals with the theoretical background which provides readers with the knowledge of general non-verbal communication, especially hand gestures used in business setting. The second chapter concentrates on how non-verbal communication happens and some useful hand gestures suggested to practice in the context of business. The final part provides readers data from a survey which was conducted to answer the research questions. The data is collected from specific business contexts in a foreign company. Analysis gives actual information to find out the differences between Vietnamese and American people; the roles of some hand gestures will be provided. Part III is an overview of the whole study.

2. Limitations of the study

Limitations always exist in any graduation paper and there is no exception for this study.

Firstly, data collected is relative numbers. There are dozens of hand gestures with high repeated frequency used in business setting so it is impossible to take note everything.

Secondly, the survey is conducted with a subjective overview. Due to short period of time and taking part in practical activities to collect data, information is mostly analyzed from personal record.

Thirdly, this study only focuses on several hand gestures suggested by a CEO. Besides these hand gestures, there are various actions by hands used in business setting such as Pointing, OK-sign, Thumb up, etc.

3. Recommendation for further study

The surveys should be prepared much more carefully to avoid views from one side. Data, therefore, is also collected exactly and objectively. Different hand gestures used in business setting should be analyzed to find out their roles in person-to-person situations. Moreover, the differences between Vietnamese and American should be studied further because there are non-stop changes in recent years.

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